

ORDER



Orders
Order / Rev: 723435
Alt Order #: 06384759
Product Desc: NELSON FOR SENATE
Estimate: 643
Flight Dates: 10/19/12 - 10/22/12
Original Date / Rev: 10/18/12 / 10/18/12
Order Type: Political

WJXX-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Abar Hutton Media/ POL
Buying Contact:
Billing Contact:
 6190 Grovedale Court Suite 200
 Alexandria, VA 22310

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Nelson, B/ D / US Senate
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	16	\$6,545.00	\$5,563.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	16	\$6,545.00	\$5,563.25	0.00
Totals	16	\$6,545.00	\$5,563.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WJXX-TV	21%	\$6,545.00
Market	100%	\$31,166.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	13%	\$4,051.67
WCWJ	0%	\$0.00
WJXT	17%	\$5,298.33
WTEV	24%	\$7,480.00
WTLV	25%	\$7,791.67

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WJXX	10/22/12	10/22/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	M- - - - -	:30	1	\$90.00	P-3	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	M- - - - -		1		\$90.00		0.00					
E 2	WJXX	10/22/12	10/22/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	M- - - - -	:30	1	\$110.00	P-3	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	M- - - - -		1		\$110.00		0.00					
E 3	WJXX	10/22/12	10/22/12	Regis & Kelly Regis & Kelly	CM	M-F 9a-10a	M- - - - -	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	M- - - - -		1		\$75.00		0.00					

Order / Rev: 723435
 Alt Order #: 06384759
 Flight Dates: 10/19/12 - 10/22/12

Advertiser: Nelson, B/ D / US Senate
 Product Desc: NELSON FOR SENATE
 Estimate: 643
WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WJXX	10/22/12	10/22/12	M-F 10-11AM M-F 10a -11a	CM	M-F 10a -11a	M-----	:30	1	\$65.00	P-3	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-----		1				\$65.00		0.00			
E 5	WJXX	10/22/12	10/22/12	The View M-F 11a-12p View	CM	M-F 11a-12p	M-----	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-----		1				\$225.00		0.00			
E 6	WJXX	10/22/12	10/22/12	General Hospital General Hospital	CM		M-----	:30	1	\$110.00	P-3	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-----		1				\$110.00		0.00			
E 7	WJXX	10/22/12	10/22/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p	M-----	:30	1	\$130.00	P-3	0.00	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-----		1				\$130.00		0.00			
E 8	WJXX	10/21/12	10/21/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	-----S	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$225.00		0.00			
E 9	WJXX	10/20/12	10/20/12	GMA Saturday GMA Saturday	CM	GMA Saturday	-----S-	:30	1	\$85.00	P-3	0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$85.00		0.00			
E 10	WJXX	10/21/12	10/21/12	GMJ Sunday GMJ Sunday	CM	Sun 7a-730a	-----S	:30	1	\$55.00	P-3	0.00	NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$55.00		0.00			
E 11	WJXX	10/19/12	10/19/12	Fri Prime B What Would You Do?	CM	Fri 9p-10p	----F--	:30	1	\$825.00	P-3	0.00	NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	----F--		1				\$825.00		0.00			
E 12	WJXX	10/20/12	10/20/12	Prime College Football 758p-1130p	CM	758p-1130p	-----S-	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$1,200.00		0.00			
E 13	WJXX	10/21/12	10/21/12	Sun Prime C Revenge	CM	9-10p	-----S	:30	1	\$1,050.00	P-3	0.00	NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$1,050.00		0.00			
E 14	WJXX	10/22/12	10/22/12	Mon Prime A Mon Prime A	CM	8-9p	M-----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-----		1				\$2,000.00		0.00			
E 15	WJXX	10/22/12	10/22/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-----		1				\$200.00		0.00			
E 16	WJXX	10/21/12	10/21/12	GMJ Sunday GMJ Sunday	CM	Sun 7a-730a	-----S	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$100.00		0.00			
Totals													16	\$6,545.00	